

## The list of academic disciplines of the university component

**6B02 - Arts and Humanities**

(Code and classification of the field of education)

**6B023 - Languages and literature**

(Code and classification of the direction of training)

**0230**

(Code in the International Standard Classification of Education)

**B037 - Philology**

(Code and classification of the educational program group)

**6B02305 - Philology (kazakh) -Journalism**

(Code and name of the educational program)

**bachelor**

(Level of preparation)

**set of 2023**

**Developed**

Academic Committee of the OP  
Head of AK Kadyrov A.K.  
Manager OP Akhmetova G.S.

**Reviewed**

At the meeting of the Commission on Quality Assurance of Veterinary Medicine and Agricultural Management  
Recommended for approval by the Academic Council of the University  
Protocol № 4.1 "06" April 2023  
Chairman of the Commission Kenesbayeva Sh.S.

Approved at the meeting of the Academic Council of the University Protocol No. 8 "25" April 2023.

**Approved**

at the meeting of the Academic Council of the University  
Protocol № 1 "01" of September 2023  
Chairman of the Academic Council of the University Orynbekov D.R.

## Genre forms and functions of modern journalism

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The role and functions of Kazakhstani journalism in the global information space are presented. Theoretical information about the phenomenon of journalism and journalism. The skills of evaluating the specifics of the modern information genre, substantiating effectiveness, methods of transforming information in form and content, personal data, information blocks, working with information, evaluating processes in the information space are inculcated.

### Purpose of studying of the discipline

To be able to evaluate the processes in the modern information space, to study the patterns of forms and functions of the existing system of genres, to distinguish the patterns and features of the development of individual genres.

### Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### Learning outcomes by discipline

- 1) Consideration of the genre forms of modern journalism in close connection with the realities of life.
- 2) Determine the features of historical continuity, the activities of genres, mastering the methods of journalism.
- 3) Memorize the functions of modern journalism, develop your own writing style and hone your skills

### Prerequisites

School course

### Postrequisites

History of journalism

## Introduction to the profession

Discipline cycle	Basic disciplines
Course	1
Credits count	3
Knowledge control form	Examination

### Short description of discipline

Students will be introduced to basic information in the field of philology and journalism, the effectiveness of integrated learning in two specialties. New directions in the field of philology, the modern nature of the media are noted. The issues of innovation in the choice of a profession today, the place and demand for professions in society are discussed.

### Purpose of studying of the discipline

The subject allows students to develop in-depth knowledge of creating specialized journalistic materials, collecting, processing, analyzing and analyzing information for the preparation of materials published in modern business media. formation of a systematic methodological and practical approach to the content, formal and informal editing criteria

### Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

### Learning outcomes by discipline

- 1) Get acquainted with the areas of study in the field of philology and journalism.
- 2) Development of information related to the implementation of activities in the field of mass media.
- 3) Formation of the necessary competencies at all stages of training

### Prerequisites

School course

### Postrequisites

Basic and profile disciplines of the EP

## Bases of economics, law and ecological knowledge

Discipline cycle	General educational disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The integrated discipline includes the main issues and principles in the field of fundamentals of law and anti-corruption culture, economics, entrepreneurship and leadership, ecology and life safety. Features of the use of regulatory legal acts, the ability to use the business, ethical, social, economic, entrepreneurial and environmental standards of society. Specifics of environmental-legal, economic, entrepreneurial relations, leadership qualities and principles of combating corruption.

### Purpose of studying of the discipline

It consists in studying the basic patterns of the functioning of living organisms, the biosphere as a whole and the mechanisms of their sustainable development under the conditions of anthropogenic impact and emergency situations; in understanding the concept of corruption, the legitimacy of the fight against it, the content of the state penal policy; in the formation of students' basic fundamental stable knowledge on the basics of economic theory, in instilling the skills and abilities of economic thinking; in introducing students to the theory and practice of entrepreneurship, to the basics of creating their own business; in the formation of theoretical knowledge and practical skills for the development and improvement of leadership qualities.

### Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

## Learning outcomes by discipline

- ☒ analyzes the issues of safety and conservation of the natural environment as the most important priorities of life;
- ☒ demonstrates knowledge of the fundamentals of nature management and sustainable development, assesses the impact of man-made systems on the environment;
- ☒ shows knowledge of the main regulatory legal acts of the Republic of Kazakhstan, their understanding and application;
- ☒ shows knowledge of the patterns of development of economic processes, clearly formulates his own position, finds and clearly sets out arguments in its defense;
- ☒ is able to characterize the types of entrepreneurial activity and the entrepreneurial environment, draw up a business plan, create an entrepreneurial structure and organize its activities;
- ☒ knows the fundamental provisions about the role of leadership in managing large and small social groups.

### Prerequisites

School course

### Postrequisites

Basic and profile disciplines of the EP

## Language and style of mass communication

Discipline cycle	General educational disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

to teach the ability to competently and competently use a language tool in print, television and radio materials. Thorough training of future journalists in the language and style of journalistic genres.

### Purpose of studying of the discipline

to teach the ability to competently and competently use a language tool in print, television and radio materials. Thorough training of future journalists in the language and style of journalistic genres.

### Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### Learning outcomes by discipline

Fluent in stylistic features in journalism and their linguistic nature

### Prerequisites

Genre forms and functions of modern journalism

### Postrequisites

Composing and editing media texts

## Educational practice

Discipline cycle	Basic disciplines
Course	1
Credits count	2
Knowledge control form	Total mark on practice

### Short description of discipline

During the training practice, the student consolidates the theoretical knowledge gained during the first year of training, knows how to apply it in practice, and prepares for industrial practice in senior courses. Improves the ability to independently search, conduct research, get acquainted with new methods and techniques related to the profession.

### Purpose of studying of the discipline

Deepening and consolidation of scientific and theoretical knowledge of students

### Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### Learning outcomes by discipline

Understands the social significance and significance of his future profession.

Deepens the theoretical knowledge gained in the educational process and acquires practical skills in the specialty.

### Prerequisites

Genre forms and functions of modern journalism

### Postrequisites

Production (1)

## Introduction to literary studies

Discipline cycle	Basic disciplines
Course	1
Credits count	3
Knowledge control form	Examination

### Short description of discipline

Methods for the analysis of a work of art. The basic concepts of the compositional structure of a literary text, the structure and types of verse, the means of expression used by the author, literary schools and various trends and directions, types of creativity, style features with the possibility of applying theoretical knowledge in practice are explored.

### Purpose of studying of the discipline

Generalizing questions of literary theory are studied differentially. The scientific characteristics of literary theoretical concepts are analyzed and cover such issues as the aesthetic nature of a literary text, social essence, characteristic features, the social basis of literary phenomena, the laws of literary development, literary methodology, direction and flow, the kind of literature (genre), its types,

composition of a work of art, language, characteristic features, poetic construction.

### **Learning Outcomes**

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### **Learning outcomes by discipline**

- 1) Definition of the literary process, genres and types of literature, artistic techniques, trends, trends.
- 2) Formation of ideas about the history of literature, the social function of art, the nature of the work, the literary genre, the artistic method, trends, problems of style.
- 3) The use of terminological techniques associated with literary criticism.

### **Prerequisites**

School course

### **Postrequisites**

World of Abai

## **History of journalism**

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The general appearance and activity of Kazakh publications of the second half of the 19th century and the beginning of the 20th century are considered. Peculiarities of journalism during the Second World War,

An overview of the development of journalism in the era of socialism and changes in journalism over the years of independence is presented.

### **Purpose of studying of the discipline**

To understand the original features and preconditions of the Kazakh press, the features of the organization and publication of the first newspapers and magazines.

### **Learning Outcomes**

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

### **Learning outcomes by discipline**

- 1) Mastering the types and forms of transmission and storage of ancient national information, understanding the meaning and content of the term formed in connection with the ancient means of disseminating the original information; be able to receive information about the development of the domestic publishing and printing business.
- 2) Get acquainted with the work of people who raised the national press to a professional level.
- 3) Raise awareness of the Alash press about the effectiveness of changing the political system in the national interest.

### **Prerequisites**

Genre forms and functions of modern journalism

### **Postrequisites**

Theory and practice of journalism

## **Legal Foundations of Journalism and Media Literacy**

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The basic concepts of media law, the historical stages of state policy in the field of media in the Soviet era and in the period of independence are studied.

The value and behavioral aspects of the legal culture of a journalist are studied. There is an acquaintance with the features of Kazakhstani legal journalism

### **Purpose of studying of the discipline**

Adapting students to writing on the topic of law by studying the legal foundations of journalism, teaching them to disclose the complexities of the industry, the peculiarities of the internal structures of law enforcement agencies.

sweat and other differences

new journalist character based on skin

vertical search required

explanation.

### **Learning Outcomes**

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### **Learning outcomes by discipline**

- 1) Recognition of the legal basis of journalism on the basis of different genres
- 2) Mastering the norms of media literacy, mastering the legal framework of journalism
- 3) Mastering the features of Kazakhstani legal journalism and ways of disseminating legal information.

### **Prerequisites**

Genre forms and functions of modern journalism

### **Postrequisites**

Business and image communication

## **World of Abai**

Discipline cycle	Basic disciplines
------------------	-------------------

Course	2
Credits count	3
Knowledge control form	Examination

### Short description of discipline

The discipline is aimed at studying historical facts, the philosophical and artistic foundations of the works of Abay Kunanbaev, Shakarim Kudaiberdiev, which form worldview and aesthetic values, the student's ability to express his opinion, practical skills and perception of such human qualities as morality, honesty, artistic character. The genius of the writers of Kazakh literature and the role of M. Auezov in the study and popularization of Abai's heritage, the significance of his works for history, literature and science are determined.

### Purpose of studying of the discipline

Formation of the meaning of philosophical and ideological being, understanding of the problems raised in the works of Abai Kunanbayuly, Shakarim Kudaiberdiuly, Mukhtar Auezov and application of the acquired knowledge in the practice of everyday life.

### Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

### Learning outcomes by discipline

- 1) Analyzes the philosophical and artistic foundations of works, historical facts related to the creative heritage of Abai Kunanbayev, Shakarim Kudaiberdiyev, Mukhtar Auezov
- 2) Uses in practice the humanistic ideas of Abai's philosophical and artistic works
- 3) Assesses the place and significance of Abai's works in the history of literature and science

### Prerequisites

The module of socio-political knowledge (sociology, political science, cultural studies, psychology)

### Postrequisites

Basic and profile disciplines of the EP

## Production (1)

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Total mark on practice

### Short description of discipline

In the course of practical training (1) students deepen, consolidate and comprehensively use the theoretical knowledge gained at the university in practice; refine the theoretical knowledge in basic disciplines through practical training. Forms the general, personal, professional competencies necessary for professional activity.

### Purpose of studying of the discipline

Formation of skills and experience necessary for professional activity.

### Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

### Learning outcomes by discipline

- 1) Deepens and consolidates theoretical knowledge in practice
- 2) Forms general, individual, professional competencies necessary for professional activities.
- 3) Accustomed to perform various professional activities

### Prerequisites

Educational practice

### Postrequisites

Production (2)

## Media preparation technology

Discipline cycle	Basic disciplines
Course	2
Credits count	3
Knowledge control form	Examination

### Short description of discipline

When studying the discipline, the student will acquainted with methods tools programming when preparing messages for media. Learn distinguish between the sequence of appearance and text. Understands the need use audio video visual, artistic rhetoric, artistic means of television. Understands the specifics television technology and cameras. Gets used working with camera control, lighting, composition, frame structure, editing, sound composition technologies.

### Purpose of studying of the discipline

formation of stable skills with modern audioand TV digital recordand playback programs; development of an integrated understanding of the technology of radioand TVtelecast.

### Learning Outcomes

ON 5 He knows the stages, directions and conceptual problems of the development and formation of the history of Kazakh literature and journalism, is able to generalize sound and formed theoretical knowledge.

### Learning outcomes by discipline

Demonstrates comprehensive understanding of the characteristics of audio material, its expressive possibilities; know the basics of sound recording, processing the material, are able to characterize the audio and TV material from the standpoint of euphony and expressiveness

### Prerequisites

Genre forms and functions of modern journalism

### Postrequisites

## Kazakh literature of the Soviet period

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline introduces in detail the process development Kazakh literature of the Soviet period, considers the development of literature place creativity the founders of modern literature in literature, the continuity of history literature, historical truth in literature. Thematic trends of the genre of Kazakh prose, new artistic aspects poetry development of dramaturgy, literary criticism innovative aspects literary criticism are studied.

### Purpose of studying of the discipline

Demonstration of the development of literature on the basis of the development of the Kazakh literary process in the Soviet period and the achievements of literary criticism.

### Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

### Learning outcomes by discipline

- 1) Get acquainted with the features of the development of Kazakh literature in the Soviet period.
- 2) Mastering the scientific basis for the analysis of a work of art
- 3) A comprehensive understanding of the educational, artistic value of literature.

### Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

### Postrequisites

Kazakh literature in the years of independence

## Linguoecology and functional stylistics

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

Linguoecology takes into account language situation problems, the complementarity lexical layers, speech features, achievements and shortcomings various social environments. The functional stylistic branches literary language functional stylistics, stylistic means language, their system considered and studied. The main object the discipline language environment, language personality, language purity, speech culture, linguistic and cultural problems, language tools, language norms, etc

### Purpose of studying of the discipline

To study the ecological aspect of the speaker's speech and give theoretical knowledge about functional stylistics and instill skills of their practical application.

### Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

### Learning outcomes by discipline

- 1) Stylistic analysis of texts.
- 2) The use of standard texts in everyday life and in the digital sphere of public life.
- 3) Formation of linguo-ecological competence of a linguistic personality.

### Prerequisites

Word formation of the Kazakh language

### Postrequisites

Pragmatic linguistics

## Production (2)

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Total mark on practice

### Short description of discipline

During the work experience (2), students develop the skills to use modern technologies, improve the skills necessary for professional activities, and apply them in practice. Combines creative research and theoretical knowledge. Can use his skills as a philologist-journalist to ensure quality professional work. Develops information, communication, professional skills of students and focuses on the use of special technologies.

### Purpose of studying of the discipline

To develop students' information, communication, professional skills and teach them the use of special technologies.

### Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

### Learning outcomes by discipline

- 1) Formation of students' skills in the use of modern technologies
- 2) The ability to combine creative research and theoretical knowledge
- 3) Improving the skills necessary for professional activities

## Prerequisites

Production (1)

## Postrequisites

Production (3)

## The culture of academic Writing

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The subject introduces the student structural, content, technical design types scientific genres, features oral written scientific discourse the rules of each of them. Acquaintance with the rules of the appropriate use of academic vocabulary is carried out, the skill of searching for sources is instilled. The ability to use technologies is developed, in particular, the use of cognitive technologies.*

### Purpose of studying of the discipline

*The goal is to form the competence to independently conduct research in Kazakh philology and effectively and competently present them.*

### Learning Outcomes

*ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.*

### Learning outcomes by discipline

- 1) Structural, content, technical design of types of scientific genres*
- 2) Students have the opportunity to read and understand scientific texts, write correctly.*
- 3) Mastering the rules of oral and written scientific discourse.*

### Prerequisites

*Kazakh language syntax system*

### Postrequisites

*General Linguistics*

## Actual problems of modern science and electronic media

Discipline cycle	Basic disciplines
Course	4
Credits count	4
Knowledge control form	Examination

### Short description of discipline

*Comprehensive recognition of the current problems of electronic media with an understanding of the main problems and trends of modern science.*

### Purpose of studying of the discipline

*comprehensive recognition of the current problems of electronic media with an understanding of the main problems and trends of modern science.*

### Learning Outcomes

*ON 9 He is able to analyze the conceptual and theoretical foundations of linguistics and literature and assess its place in the system of science and values in general.*

### Learning outcomes by discipline

*Demonstrates the ability to focus on the comprehensive characteristics of the mass media in Kazakhstan, taking into account various aspects.*

*Shows the ability to manage the processes of communication in its modern appearance.*

*Manages technologies when creating his own media projects, media products*

### Prerequisites

*Modern media technologies*

### Postrequisites

*Production (3)*

## General Linguistics

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The content of the discipline theory of language, which is the main form general linguistics, nature and essence of language, language and speech, the relationship of language with society, formation development language, linguistic schools and trends, the features of their formation, methods and techniques linguistic analysis. During study discipline, an understanding the theoretical provisions skills applying theoretical knowledge practice formed.*

### Purpose of studying of the discipline

*to acquaint students with the main conclusions of the modern theory of language, the history of the development of linguistics, the most important directions, the methodology of research.*

*It is also based on the independent assimilation of knowledge by the student. Seminar classes activate the student's thinking, help to more fully assimilate, meaningfully analyze the material provided.*

### Learning Outcomes



ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

### **Learning outcomes by discipline**

1. Understand the main concepts and important areas of modern language theory

2. Form an idea of the laws of language development

3. Practical application of knowledge gained in the field of general linguistics, in the framework of new methods and approaches to research.

### **Prerequisites**

*Introduction to the profession*

### **Postrequisites**

*Production (3)*

## **Communication management: advertising, PR**

Discipline cycle Profiling discipline

Course 4

Credits count 5

Knowledge control form Examination

### **Short description of discipline**

*Students of the discipline are introduced formation business negotiations, management activities and business discourse through the communications the organization. The principles, tools, technologies organizing the communication process are studied. The need public relations the effectiveness of communication recognized. An analysis of the current state of the advertising marketing management market presented. The basics of marketing studied: information pricing, advertising promotion.*

### **Purpose of studying of the discipline**

*Distinctive features of marketing, advertising and public relations. Similarity and difference of marketing. Advertising and PR with journalism. The role of marketing in the promotion of media information. Advertising and journalism. PR and journalism.*

### **Learning Outcomes**

*ON 5 He knows the stages, directions and conceptual problems of the development and formation of the history of Kazakh literature and journalism, is able to generalize sound and formed theoretical knowledge.*

### **Learning outcomes by discipline**

1) *In the context of communication: the ability to cooperate, interact.*

2) *Speed, efficiency, ability to make decisions*

3) *Service management, formation of proactive competencies*

### **Prerequisites**

*Business and image communication*

### **Postrequisites**

*Production (3)*